

ABSTRAK

STRATEGI PEMERINTAH DESA HANURA KECAMATAN TELUK PANDAN KABUPATEN PESAWARAN TAHUN 2022 DALAM MENINGKATKAN EKONOMI MASYARAKAT MENUJU DESA MANDIRI

Oleh

WIDIA NURMALASARI

Desa Hanura merupakan desa berstatus mandiri. Namun masih terdapat masalah ekonomi yang di alami masyarakat Desa Hanura saat ini yaitu pengangguran. Penyebabnya tingkat pendidikan rendah, lapangan kerja terbatas, dan kualitas sumber daya manusia terbatas sehingga pendapatan ekonomi masyarakat rendah. Pemerintah Desa Hanura menyusun strategi, untuk meningkatkan ekonomi masyarakat menuju desa mandiri. Tujuan penelitian ini untuk mengetahui, mendeskripsikan, dan menganalisis strategi pemerintah Desa Hanura dalam meningkatkan ekonomi masyarakat dengan fokus program, anggaran, dan prosedur. Metode penelitian yang digunakan adalah deskriptif kualitatif. Teknik pengumpulan data pada penelitian ini berupa wawancara, observasi, dan dokumentasi yang diolah dengan cara *editing* data dan interpretasi data. Hasil penelitian menunjukkan keberhasilan strategi pemerintah Desa Hanura dapat meningkatkan ekonomi masyarakat melalui program taman *enjoy food* Hanura dan ojek *online*, namun pengadaan tosmart dan acara *enjoy food fest* belum berhasil dalam meningkatkan ekonomi masyarakat. Berdasarkan strategi pemerintah desa, kualitas Indeks Desa Membangun menurut Indeks Ketahanan Ekonomi di Desa Hanura meningkat dari 0,967 tahun 2020 menjadi 0,977 tahun 2022.

Kata Kunci: Strategi Pemerintah Desa, Peningkatan Ekonomi Masyarakat, Desa Mandiri

ABSTRACT

THE HANURA VILLAGE GOVERNMENT STRATEGY, AT TELUK PANDAN DISTRICT, PESAWARAN REGENCY IN 2022 IN IMPROVING THE COMMUNITY'S ECONOMY TOWARDS AN INDEPENDENT VILLAGE

By

WIDIA NURMALASARI

Hanura Village is an independent village. However, there are still economic problems experienced by the Hanura Village community, namely unemployment. This is due to low education levels, limited employment opportunities, and limited quality of human resources, resulting in low economic income. The Hanura Village Government has developed a strategy to improve the community's economy towards an independent village. The purpose of this research is to know, describe, and analyze the Hanura Village government's strategy in improving the community's economy with a focus on programs, budgets, and procedures. The research method used is descriptive qualitative. Data collection techniques in this research are interviews, observations, and documentation which are processed by editing data and interpreting data. The results showed that the success of the Hanura Village government strategy can improve the community's economy through the Hanura enjoy food park program and online motorcycle taxis, but the procurement of tosmart and enjoy food fest events has not been successful in improving the community's economy. Based on the village government's strategy, the quality of the Village Development Index according to the Economic Resilience Index in Hanura Village increased from 0.967 in 2020 to 0.977 in 2022.

Keywords: Village Government Strategy, Community Economic Improvement, Independent Village